

How does the Pine County Fair impact our local economy? That's what U of M Extension explored in a 2018 study, and we look at in ...

Pine County Fair - By the Numbers*

Estimated annual Fair attendance:

40,000

56% Pine County residents
44% from out-of-county

Cost to put on the Pine County Fair:

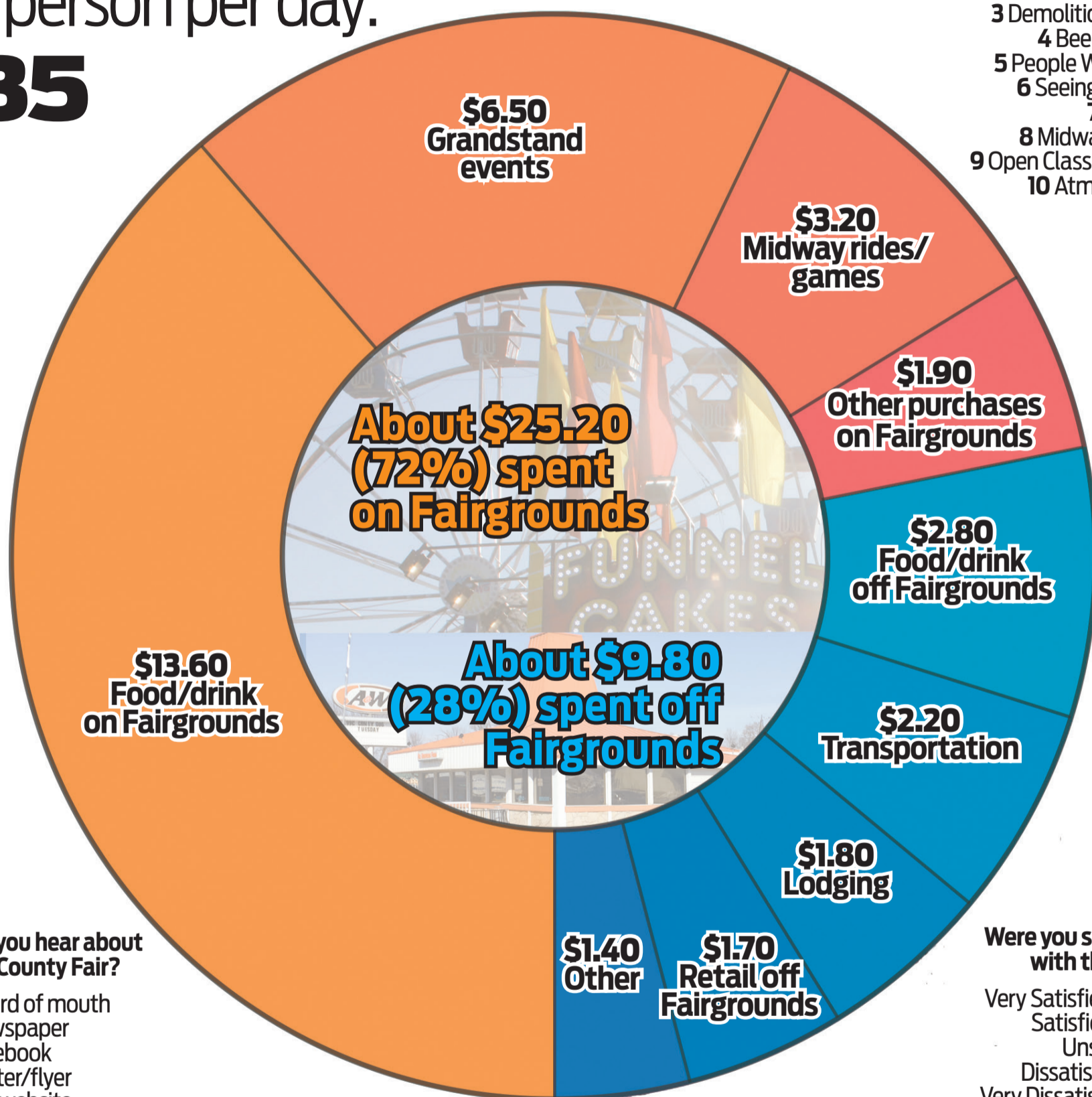
\$312,000

Average spending per person per day:

\$35

What do you enjoy about the Pine County Fair?

- 1 Food and Beverages
- 2 Animals
- 3 Demolition Derby
- 4 Beer Garden
- 5 People Watching
- 6 Seeing Friends
- 7 Parade
- 8 Midway/Rides
- 9 Open Class Exhibits
- 10 Atmosphere



How did you hear about the Pine County Fair?

- 50% Word of mouth
- 18% Newspaper
- 15% Facebook
- 15% Poster/flyer
- 13% Fair website

Were you satisfied with the Fair?

- Very Satisfied 50%
- Satisfied 44%
- Unsure 3%
- Dissatisfied 2%
- Very Dissatisfied 1%

Nonprofit vendor average sales during Fair: **\$12,300**

88% of local nonprofits doing business at the Fair said that the money raised at the Fair makes up more than 60% of their annual revenue.

For-profit vendor average sales: **\$220**

Est. average business revenue increase: **\$800**

Total spent locally due to the Pine County Fair: **\$926,000**

INFOGRAPHIC BY MIKE GAINOR | THE PIONEER

For every **\$1** invested in the Fair, **\$2.97** additional spending is generated in Pine County.

*Statistics from 2018 University of Minnesota Extension survey report "Pine County Fair: Attendee and participant assessment and economic value" by Xinyi Qian, Ph.D., Brigid Tuck and Elizabeth Templin.